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TITLE

ONLINE ADVERTISEMENT EFFECT ANALYSIS SYSTEM AND METHOD

ABSTRACT

[0001] A system and a method for analyzing the online advertisement effect are provided to more precisely analyze the advertisement effect of an exposed advertisement screen by tracking the action of a visitor exposed to the advertisement screen. A first visitor information processor is downloaded and executed on a connected user computer by embedding it in a web page of an advertisement media company web server together with an analysis target advertisement screen. A second visitor information processor is downloaded and executed on the connected user computer by embedding it in the web page of an advertiser web server having an Internet address matched with the advertisement screen. An advertisement effect analysis server collects visit-sort-check-related information from the advertisement screen exposure of the user computer, and processes the advertisement effect analysis of the advertisement screen of the advertisement media company web server through an analysis system by using the collected information. A database stores the data processed by the advertisement effect analysis server. Data related to a visitor who is connected to an advertisement home page after being exposed to an analysis target advertisement screen can be more precisely calculated, and thus accuracy of advertisement effect analysis is enhanced.

BRIED DESCRIPTION OF THE DRAWING

[0002] Fig. 1 is a block diagram showing an advertisement effect analysis system according to the present invention.

[0003] Fig. 2 is a block diagram showing further details of the advertisement effect analysis server in Fig. 1.

[0004] Fig. 3 is a flow chart showing a process for analyzing an online advertisement effect, according to the present invention.

[0005] Fig. 4 is an example of a web page screen provided by an advertisement media company web server in Fig. 1.

[0006] Fig. 5 is an example of a web page screen provided by an advertiser web server.

[0007] Fig. 6 is a flow chart showing a data execution process that may be conducted when a user is connected by a user computer to an advertisement media company web server and an advertiser web server.

[0008] Fig. 7 is a diagram showing an example of a report web page provided by an analysis report reading service unit.

[0009] <Numerals and descriptions of important part of the drawings>

10: first visitor information processor

20: second visitor information processor

30: advertisement effect analysis server

40: database

50: advertisement media company web server

60: advertiser web server

BACKGROUND OF THE INVENTION

[0010] The present invention is directed to an online advertisement effect analysis system and method, particularly to an online advertisement effect analysis system and method that can more accurately analyze the substantial effects of advertisements that are implemented online.

[0011] Generally, banner advertisements, which are intended to induce a user to visit an advertiser home page, are inserted into a web page of a website that has many users or subscribers.

[0012] A variety of methods are adopted to analyze effects of such online advertisements.

[0013] Exemplary methods for measuring online advertisement effects, which are currently and commonly used, are ROI (return on investment), the number of advertisement exposures, and CTR (click through rate) of an advertisement media.

[0014] However, the conventional CTR method has a problem in that the CTR calculates independently each of the number of exposures to a banner advertisement and the rates of connection to the advertiser home page, and thus, it cannot be accurately determined if a visitor's connection to the advertiser home page was established after the visitor was exposed to the banner advertisement.

[0015] That is to say, according to the conventional method, the accuracy of CTR data may be diminished because it can be the case that even when a connection to an advertiser home page is established by using the advertiser home page address that has been provided by a magazine, articles, etc., such a connection can also be collected to contribute to the total click number of banner advertisements. Further, to the contrary, there is also a problem that, when a user watches a banner advertisement and memorizes the banner advertiser web site address and does not click the banner advertisement instantly but goes to other web sites and then visits the advertiser web site using the memorized address, such a connection to the advertiser web site is not collected to contribute to the total click number of the banner advertisement.

TECHNICAL PROBLEM

[0016] The object of the present invention is to provide an online advertisement effects analysis system and method, which can more precisely analyze advertisement effects of an advertisement screen exposed to a user, by tracking actions of a user who is exposed to the advertisement screen.

SUMMARY OF THE INVENTION

[0017] To achieve the above-mentioned object, an advertisement effect analysis system according to the present invention includes: a first visitor information processor that is embedded in a web page of an advertisement media company web server together with an analysis target advertisement screen, wherein the first visitor information processor may be downloaded to a connected user computer and executed in the user computer; a second visitor information processor that is embedded in a web page of an advertiser web server having an Internet address that corresponds to the advertisement screen, wherein the second visitor information processor may be downloaded to the connected user computer and executed in the user computer; an advertisement effect analysis server that may collect visit-sort-check-related information and analyze advertisement effects of the advertisement screen of the advertisement media company web server according to a predetermined analysis scheme using the collected visit-sort-check-related information, wherein the visit-sort-check-related information is transmitted when the visitor information processor is executed, wherein the visit-sort-check-related information is used to check if a connection between the advertiser web server and the user computer is related to the user computer's exposure to the advertisement screen; and a database that stores data that is processed by the advertisement effect analysis server.

[0018] Advantageously, the first visitor information processor is coded with a program that can be interpreted and executed by a web browser of the user computer, and when the user computer is connected to the advertisement media company web server, the first visitor information processor generates unique ID information for the advertisement screen and information regarding whether the advertisement screen was exposed to the user computer or clicked by the user computer, and then transmits the information to an address of the advertisement effect analysis server.

[0019] In addition, the first visitor information processor is embedded in the web page of the advertisement media company web server or in an executable file that can be downloaded together with the web page, so that the first visitor information processor is interpreted and executed later than the advertisement screen is interpreted and executed.

[0020] The second visitor information processor is also embedded in the web page of the advertiser web server so that the second visitor information processor is interpreted and executed by a web browser of the user computer later than the content of the web page of the advertiser web server is

interpreted and executed.

[0021] The advertisement effect analysis server includes: an advertisement media company site visit information processing unit that collects and processes the visit-sort-check-related information transmitted from the first visitor information processor; an advertiser site visit information processing unit that collects and processes the visit-sort-check-related information transmitted from the second visitor information processor; and a visit path analysis processing unit that analyzes the user computer's visit path to the advertiser site using the information processed at the advertisement media company site visit information processing unit and the advertiser site visit information processing unit.

[0022] In addition, the system further includes: an analysis report creating unit that creates an advertisement analysis report with a predetermined format after analyzing a connection path of the user computer from the advertisement screen exposure to the web page of the advertiser web server, using data that were processed in the advertisement media company site visit information processing unit, in the advertiser site visit information processing unit and in the visit path analysis processing unit; and an analysis report reading service unit that supports online reading of the advertisement analysis report.

[0023] Advantageously, the system creates cookie information of a predetermined format using visit-sort-check information of the user computer, and then transmits the created cookie information so that the cookie information can be stored in the user computer for future use in the event of a next connection, wherein the visit-sort-check information of the user computer includes a time during which the user computer was exposed to the advertisement screen and a time elapsed from a moment of exposure to the advertisement screen to a moment of a click for the advertisement screen, the advertisement screen being transmitted by execution of the first visitor information processor.

[0024] The cookie information includes ID information regarding whether the advertisement screen was clicked or whether the advertisement screen was exposed, and a unique ID for the advertisement screen.

[0025] The second visitor information processor collects information regarding which link a user computer used to be connected to the advertiser web page, and transmits the collected information to the advertisement effect analysis server.

[0026] Moreover, the analysis report reading service unit provides an analysis web page that supports reading by an authorized user computer that has logged in through the advertisement effect analysis server, and the analysis web page includes a menu window that enumerates menus for various

types of analysis reports at a left portion thereof, a graph window that presents analyzed data as a graph at a center portion thereof, and a calendar window that presents calendar information at a right portion thereof.

[0027] Moreover, to achieve the purpose of the present invention, an online advertisement effect analysis method includes: collecting visit-sort-check-related information thereof is used to check if a connection to the advertiser web server is related to the user computer's exposure to the advertisement screen, the visit-sort-check-related information being transmitted from the user computer; and analyzing an advertisement effect of the advertisement screen according to a predetermined analysis scheme after collecting data related to a visitor who has directly visited the advertiser web server by clicking an advertisement screen of the advertisement media company server exposed to the visitor, or has indirectly visited the advertiser web server via another web site without clicking the advertisement screen. The collecting is performed by execution of a first visitor information processor and a second visitor information processor, the first visitor information processor being embedded together with an advertisement screen in a web page of an advertisement media company so that the first visitor information processor can be used by a web browser or the user computer, and the second visitor information processor being embedded in a web page of an advertiser web server having an Internet address corresponding to the advertisement screen.

[0028] The collecting step further includes creating cookie information based on the visit-sort-check-related information that is transmitted from the first visitor information processor, and transmitting the created cookie information to a user computer when the user computer is reconnected to the web server.

DETAILED DESCRIPTION OF THE EMBODIMENTS

[0029] Hereinafter, preferred embodiments of the present invention will be described referring to the figures.

[0030] Fig. 1 is a block diagram showing an advertisement effect analysis system according to the present invention.

[0031] Referring to the figure, an advertisement effect analysis system includes a first visitor information processor 10, a second visitor information process 20, an advertisement effect analysis

server 30, and a database 40.

[0032] The first visitor information processor 10 is embedded in an advertisement media company web server 50 that is connected to the Internet 80.

[0033] The first visitor information processor 10 is embedded together with an analysis target advertisement screen in the web page provided by an advertisement media company web server 50 when a connection with a user computer 70 is established.

[0034] The first visitor information processor 10 is a script executing code loaded in a web page that may be downloaded when the user computer 70 is connected to the advertisement media company web server 50. The first visitor information processor 10 is formed with a code that is not displayed on a display device of the user computer 70, but the code may be interpreted and executed by a web browser 72 of the user computer 70. For example, the first visitor information processor 10 is formed of a variety of conventional programming languages such as Java script, HTML, VBScript, and Flash Action Script. That is, the first visitor information processor 10 is downloadable and is embedded when attached, for example, in an HTML file or a flash file.

[0035] Also, if an advertisement screen is a flash file, the first visitor information processor 10 transmits a connection request, which does not demand a return value, to an collection server using a movie-related function that is selected among flash action script languages. In this way, if the advertisement screen is exposed or if the advertisement screen is clicked can be checked.

[0036] The web browser 72 refers to a conventional application program, such as Microsoft Internet Explorer, Netscape, etc., which supports interface to a web page.

[0037] Advantageously, the first visitor information processor 10 is embedded in a web page of an advertisement media company web server 50 so that the first visitor information processor 10 is interpreted and executed by the web browser 72 of the user computer 70 later than the advertisement screen is interpreted and executed. For example, a script code of the first visitor information processor 10 can be inserted right after a source code of the advertisement screen.

[0038] In this case, if a web browser is closed before an advertisement screen is displayed on a display of the user computer 70 (not shown), then the first visitor information processor 10 is not executed and information regarding whether an advertisement screen was exposed can be more accurately collected.

[0039] Moreover, it is desirable that the first visitor information processor 10 extracts and calculates a predetermined unique ID, an IP address of a user computer 70, the time exposed to the advertisement screen, information regarding whether the advertisement screen is clicked, the time elapsed from the moment of exposure to the moment of a click, etc., and then transmits the results to the Internet address of an advertisement effect analysis server 30 for collection, so that an advertisement effect analysis server 30 can distinguish the kinds of the analysis target advertisement screen. The unique ID of the advertisement screen is predetermined.

[0040] An advertisement media company web server 50 refers to a web server that posts an advertisement screen requested by an advertiser on a web page, to expose and display the advertisement screen to a visitor connected over the Internet 80.

[0041] Meanwhile, it is desirable that the first visitor information processor is configured to transmit cookie information, which may be transmitted in advance from an advertisement effect analysis server 30 and stored in a user computer 70, to the collection address of the advertisement effect analysis server 30, when a web browser 72 of a user computer 70 interprets a web page that is downloaded from an advertisement media company web server 50 after the user computer 70 is connected to the advertisement media company web server 50.

[0042] A second visitor information processor 20 is embedded in a web page that is provided by an advertiser web server 60.

[0043] The second visitor information processor 20 is formed with a script executing code loaded in a web page that may be downloaded when the user computer 70 is connected to the advertiser web server 60. The second visitor information processor 20 is formed with a code that may not be displayed on a display of the user computer 70, but which can be interpreted and executed by a web browser 72 of the user computer 70. For example, the second visitor information processor 20 is formed of a variety of conventional programming languages such as Java script, HTML, VBScript, and Flash Action Script.

[0044] The second visitor information processor 20 is embedded in a web page of an advertiser web server 50 so that the second visitor information processor 20 is interpreted and executed by a web browser 72 of a user computer 70 later than the content of a web page is be interpreted and executed. For example, this can be done if a script code of a second visitor information processor 20 follows the source code of the contents of the web page of the advertiser web server 60.

[0045] In addition, it is desirable that a second visitor information processor 20 is configured to collect various information from a user computer 70 so that the information is available to divide the attributes of visitors into groups, and then transmit the collected information to an collection address of an advertisement effect analysis server 30 via the Internet. The information may include the configuration of a system and the type of web browser of a user computer connected to an advertiser web server 60.

[0046] Information regarding a user computer, which is extracted by a second visitor information processor 20, is exemplified by a variety of information that can be provided by a user computer, such as the language used by a visitor, the time zone where the visitor is located, the IP address of the visitor, the region where the visitor resides, the kind of web browser, the version of web browser, the operating system, the monitor resolution, the version of Java Script, etc.

[0047] An advertiser web server 60 is a server that provides a web page with an Internet address corresponding to an advertisement screen embedded in a web page of an advertisement media company web server 50. As an example, when an advertisement screen embedded in an advertisement media company web server 50 is configured to be linked to an advertiser web server 60, the advertiser web server 60 refers to an advertiser home page that may be connected to the advertisement screen, when the advertisement screen is clicked.

[0048] A web page loaded on an advertiser web server 60 may be configured to affiliate a user with the advertiser so as to facilitate collection of a visitor's information, and may be configured to give access to the affiliated user after the affiliated user inputs an ID and a password. In this case, if it is configured so that user information, which is transmitted from an advertiser web server 60 to a user computer 70 when a user is connected to an advertiser web server 60 and then logs in, is transmitted to the collection address of an advertisement effect analysis server 30, then a second visitor information processor 20 can analyze advertisement effects in more detail with various criteria. For example, visitors can be classified into groups according to various parameters such as age and sex, and can then be collected with the classification.

[0049] An advertiser web server 60 is a server that is operable to provide a user computer 70, which is connected to a web page of a web server 50 of an advertisement media company, with access to the advertiser home page by means of the advertiser advertisement screen posted in the web page. Such an advertiser web server 60 is known as an advertiser home page. For example, the advertiser

web server refers to a web server that can be linked and loaded to a user computer 70, when an analysis target banner advertisement posted in a web page of an advertisement media company web server 50 is clicked.

[0050] Meanwhile, needless to say, it can be the case that a link between the advertiser web server 60 and the analysis target advertisement screen is not established. In this case, subsequent responses to the exposed advertisement screen can be traced according to the analysis system of the present invention, and consequential results the follow the exposure of an advertisement screen can be precisely calculated.

[0051] An advertisement effect analysis server 30 analyzes information that is transmitted by the execution of a first visitor information processor 10 and a second visitor information processor 20, and collects visitor-related information according to various parameters including parameters regarding whether an advertisement screen was clicked or whether an advertisement screen was exposed to a user computer 70, a parameter regarding whether the exposure of the advertisement screen leads to a connection to an advertiser web server, and a parameter regarding whether a visitor who was not exposed to an advertisement screen was connected to an advertiser web server 60, and then creates an advertisement effect analysis report.

[0052] It is desirable that an advertisement effect analysis server 30 is configured to provide a registered advertiser with access to read the advertisement effect analysis report after the registered advertiser has logged in.

[0053] An example of such an advertisement effect analysis server is illustrated in Fig. 2.

[0054] Referring to the figure, an advertisement effect analysis server 30 includes an advertisement media company site visit information processing unit 31, an advertiser site visit information processing unit 32, a visit path analysis processing unit 33, an analysis report creating unit 34, and an analysis report reading service unit 35.

[0055] Needless to say, each or parts of the units 31, 32, 33, 34, and 35 can be configured to have independent Internet addresses but to be linked to each other to perform a predetermined task together.

[0056] The advertisement media company site visit information processing unit 31 stores and processes data transmitted by the execution of a first visitor information processor 10, and analyzes the stored data to create cookie information and then transmits the created cookie information to a user

computer 70. The cookie information may be stored in a user computer 70 so that the cookie information is used as historic information at a time when a user computer 70 is connected to an advertisement media company web server 50 or an advertiser web server 60. The cookie information can include a variety of information, such as the time exposed, which can be used to check whether a connection to an advertisement media company web server 50 was established, an ID of an exposed advertisement screen, the number of exposures, the number of clicks, a session starting time that is used to check whether a connection to an advertiser web site was established, the number of visits, previous link address information, and an ID of a clicked advertisement screen. The variety of information is required to analyze an advertisement effect.

[0057] The advertiser site visit information processing unit 32 stores and processes data transmitted by a second visitor information processor 20, creates cookie information, and transmits the created cookie information to a user computer 70. The cookie information is stored in a user computer 70 so that the cookie information can be used as historic information at a time when a user computer 70 is connected to an advertisement media company web server 50 or an advertiser web server 60.

[0058] The visit path analysis processing unit 33 associates information, which is collected by a first visitor information processor 10, with other information, which is collected by a second visitor information processor, and then analyzes the data to determine whether a user computer, which is connected to an advertiser web server 60, was exposed to an advertisement screen of an advertisement media company web server. In addition, if it is determined that the user computer was connected to the advertiser web server 60 after the user computer was exposed to the advertisement screen, the visit path analysis processing unit 33 analyzes the data to determine whether the user of the user computer 70 directly clicked the exposed advertisement screen to visit the advertiser web server 60 or did not click the exposed advertisement screen and visited the advertiser web server 60 via other web sites. Then, the visit path analysis processing unit 33 stores the analyzed data in the database 40. If a visitor who was exposed to the advertisement screen is connected to the advertiser web server 60 via other web sites, the visitor is classified into a visitor group that actually responded to the advertisement screen.

[0059] The analysis report creating unit 34 creates an analysis report with the collected information and with data that is processed in a visit path analysis processing unit 33, so that the analysis report conforms to a predetermined report format. The analysis report is created by processing the data that is collected according to a variety of conventional analysis methods, which include an exposure-to-click ratio. A report may be created from the collected data according to

various methods, such as the distribution of visitors over the time of click and the distribution of visitors over the period from exposure to click event.

[0060] The analysis report reading service unit 35 supports a user to access and read an analyzed report. Advantageously, an analysis report can be provided as a file that can be executed by a word processor (MS word) or Excel, as well as by a web browser.

[0061] Information that is processed by each unit is stored in the database 40.

[0062] Meanwhile, needless to say, independent databases can be implemented for each unit, and the databases can be associated with each other to perform certain tasks together.

[0063] Referring to Fig. 3, a process for analyzing advertisement effects will be explained in detail.

[0064] First of all, a first visitor information processor is embedded in a web page of an advertisement media company that posts an advertisement screen to be analyzed (step 100). This can be done by inserting a script executing code, which is programmed with a Java Script code, into a source code of an advertisement screen.

[0065] In addition, a second visitor information processor 20 is embedded in a web page of an advertiser web sever 60 having an Internet address that corresponds to the advertisement screen (step 110). This can also be done by inserting a script executing code into a source code of the web page.

[0066] A real-time system for calculating an advertisement effect of an analysis target advertisement screen is established by embedding units such as a first visitor information processor 10 and a second visitor information processor 20.

[0067] After establishing such a system, information transmitted by the execution of the first visitor information processor 10 or the second visitor information processor 20 is collected when a user computer is connected to an advertisement media company web server 50 or to an advertiser web server 60 (step 120).

[0068] After this, the collected information is stored, and then cookie information is created from the stored data and then transmitted to a user computer 70 and stored in the user computer 70 (step 130).

[0069] Then, the collected information is analyzed (step 140). The process performed in this step is the same as the process performed in the visit path analysis processing unit 33.

[0070] Finally, the analyzed data is processed so that the data can be read in a predetermined

analysis report format (step 150).

[0071] An advertisement effects analysis process as mentioned above will be explained in more detail referring to Fig. 4 ~ Fig. 7.

[0072] First of all, when a user computer 70 is connected to an advertisement media company web server 50 that posts an analysis target advertisement screen, a web page of an advertisement media company web server is downloaded to a user computer 70. Fig. 4 shows an example of a screen 51 that displays a web page downloaded to a user computer 70 from an advertisement media company web server 50. The screen 51 is displayed by a display device when a web browser of a user computer 70 is executed. The numeral 52 in Fig. 4 indicates a banner advertisement that may be linked to an advertiser web server 60, and the numeral 52a indicates an Internet address of an advertiser web server 50.

[0073] The banner advertisement 52 may be represented as a text file, an image file, a flash file, a moving picture, etc.

[0074] Meanwhile, a first visitor information processor 10 as well as screen information 51 as depicted in Fig. 4 are downloaded together with a web page downloaded to a user computer 70. The first visitor information processor 10 is interpreted and executed by a web browser 72. As a consequence, the first visitor information processor 10 transmits information, which includes an ID of the exposed advertisement screen 52 and the time exposed to the advertisement screen 52, which is the time period when a user computer 70 has been connected to an advertisement media company web server 50, to an collection address of an advertisement effect analysis server 30. At this time, if there is cookie information that might previously be created by an advertisement effect analysis server 30 and stored in a user computer 70, the cookie information as well as the visit-sort-check-related information is transmitted to an advertisement effect analysis server 30.

[0075] Then, an advertisement effect analysis server 30 temporarily stores the transmitted information, creates cookie in accordance with a cookie setting format that is established by the stored data, and then transmits the created cookie information to a user computer 70. In addition, collected data corresponding to the cookie information is stored in the database 40.

[0076] After that, when a user of a user computer clicks an exposed advertisement screen, that is to say, when an advertisement screen 52 in Fig. 4 is indicated by a cursor and then clicked, the first visitor information processor 10 transmits previously stored cookie information and the time elapsed from an

exposure to a click event to an collection address of an advertisement effect analysis server 30. Then, the advertisement effect analysis server 30 collects former cookie information and click-related information as click data that is in direct response to exposure, and transmits a command to a user computer 70 so as to delete cookie information.

[0077] To the contrary, if a user computer 70 does not click the advertisement screen and moves to another web site, the first visitor information processor 10 does not transmit click-related information. In this case, only information regarding exposure to a visitor is collected.

[0078] Meanwhile, if an advertisement screen 52 is clicked, then a user computer 70 is connected to an advertiser web server 50, which is connected to the advertisement screen 52, and provided with a web page such as is presented in Fig. 5, and consequently, a second visitor information processor 20 transmits data including information regarding a user computer 70 and former path information to an advertisement effect analysis server 30. On this occasion, the former path information refers to the information regarding the exposed time and an ID of an advertisement screen that was exposed just before a user computer was connected to an advertiser web server 50.

[0079] Then, an advertisement effect analysis server 30 can determine if a user computer 70 was connected to an advertiser web server 60 after being exposed to an advertisement screen or without being exposed to an advertisement screen, based on the information transmitted by the second visitor information processor 20.

[0080] In other words, if a user computer 70 is connected to an advertiser web server 60 without being previously connected to an advertisement media company web server 50, then the information, which was transmitted from a second visitor information processor 20 and then collected, would not include any connection information that corresponds to the analysis target advertisement screen, and as a result the visitor to the advertiser web server 60 is not treated as one who clicked the advertisement screen.

[0081] Advertisement effect analysis data, which was analyzed by the above process, is provided for the advertiser in real time over the Internet, as depicted in Fig. 7.

[0082] In Fig. 7, a menu window 35a, which enumerates selectable menus related to the analysis report, is at the left side, a graph window 35b, which presents analysis data corresponding to the selected menu as a graph, is at the center, a window for numeric figures 35c is at the lower center, and a calendar window 35d is at the right side.

[0083] Such a screen format enhances user understanding by presenting the advertisement effect quantitatively and qualitatively.

[0084] The presented example shows a page that is provided after an exposure/click menu is selected. In addition, although not shown, a graph is plotted in the graph window, which represents collection figures regarding parameters such as the number of clicks, the number of exposures, and CTR (click through rate).

EFFECTS OF THE INVENTION

[0085] According to the online advertisement effect analysis system and method, data related to visitors, who are first exposed to an analysis target advertisement screen and then visit an advertiser home page, can be analyzed more precisely. Consequently, advertisement effects can be analyzed more accurately. Because visitor information is created and collected only when an analysis target advertisement screen or web page is downloaded and substantially displayed on the display device of a user computer, if a web browser window is closed before a web page of an advertiser web server or an advertisement screen of an advertisement media company web server is substantially displayed on a user computer, corresponding visitor information is not collected. Therefore, only information related to the substantial advertisement effects is collected. Further, the advertisement effect can be analyzed from various aspects with the help of various information.

CLAIMS

1. An advertisement effect analysis system comprising:

a first visitor information processor that is embedded in a web page of an advertisement media company web server together with an analysis target advertisement screen, wherein the first visitor information processor may be downloaded to a connected user computer and executed in the user computer;

a second visitor information processor that is embedded in a web page of an advertiser web server having an Internet address that corresponds to the advertisement screen, wherein the second visitor information processor may be downloaded to the connected user computer and executed in the user computer;

an advertisement effect analysis server that collects visit-sort-check-related information and analyzes advertisement effects of the advertisement screen of the advertisement media company web server according to a predetermined analysis scheme using the collected visit-sort-check-related information, wherein the visit-sort-check-related information is transmitted when the visitor information processor is executed, and wherein the visit-sort-check-related information is used to check if a connection between the advertiser web server and the user computer is related to the user computer's exposure to the advertisement screen; and

a database that stores data that is processed by the advertisement effect analysis server.

2. The system according to claim 1, wherein

the first visitor information processor is coded with a program that can be interpreted and executed by a web browser of the user computer, and

when the user computer is connected to the advertisement media company web server, the first visitor information processor generates unique ID information for the advertisement screen, and information regarding whether the advertisement screen was exposed to the user computer or clicked by the user computer, and then transmits the information to an address of the advertisement effect analysis server.

3. The system according to claim 2, wherein

the first visitor information processor is embedded in the web page of the advertisement media company web server so that the first visitor information processor is interpreted and executed later than the advertisement screen is interpreted and executed.

4. The system according to claim 1, wherein

the advertisement effect analysis server comprises:

an advertisement media company site visit information processing unit that collects and processes the visit-sort-check-related information transmitted from the first visitor information processor;

an advertiser site visit information processing unit that collects and processes the visit-sort-check-related information transmitted from the second visitor information processor; and

a visit path analysis processing unit that analyzes the user computer's visit path to the advertiser site using the information processed at the advertisement media company site visit information processing unit and the advertiser site visit information processing unit.

5. The system according to claim 4, further comprising:

an analysis report creating unit that creates an advertisement analysis report with a predetermined format after analyzing a connection path of the user computer from the advertisement screen exposure to the web page of the advertiser web server, using data that was processed in the advertisement media company site visit information processing unit, in the advertiser site visit information processing unit, and in the visit path analysis processing unit; and

an analysis report reading service unit that supports online reading of the advertisement analysis report.

6. The system according to claim 5, wherein

the analysis report reading service unit provides an analysis web page that supports reading by an authorized user computer that has logged in through the advertisement effect analysis server, and

wherein the analysis web page comprises a menu window that enumerates menus for various types of analysis reports at a left portion thereof, a graph window that presents analyzed data as a graph at a center portion thereof, and a calendar window that presents calendar information at a right portion thereof.

7. The system according to claim 4, wherein

the system creates cookie information of a predetermined format by using visit-sort-check information of the user computer, and then transmits the created cookie information so that the cookie information can be stored in the user computer for a future use in an event of a next connection, and

wherein the visit-sort-check information of the user computer includes a time during which the user computer was exposed to the advertisement screen and a time elapsed from a moment of exposure to the advertisement screen to a moment of a click for the advertisement screen, the advertisement screen being transmitted by execution of the first visitor information processor.

8. The system according to claim 7, wherein

the cookie information includes ID information regarding whether the advertisement screen was clicked or whether the advertisement screen was exposed, and a unique ID for the advertisement screen.

9. The system according to claim 1, wherein

the second visitor information processor collects information regarding which link a user computer has used to be connected to the advertiser web page, and transmits the collected information to the advertisement effect analysis server.

10. The system according to claim 1, wherein

the second visitor information processor is embedded in the web page of the advertiser web server

so that the second visitor information processor is interpreted and executed by a web browser of the user computer later than the contents of the web page of the advertiser web server is interpreted and executed.

11. An online advertisement effect analysis method comprising:

collecting visit-sort-check-related information that is used to check if a connection to the advertiser web server is related to the user computer's exposure to the advertisement screen, the visit-sort-check-related information being transmitted from the user computer; and

analyzing an advertisement effect of the advertisement screen according to a predetermined analysis scheme after collecting data related to a visitor who has directly visited the advertiser web server by clicking an advertisement screen of the advertisement media company server exposed to the visitor, or has indirectly visited the advertiser web server via another web site without clicking the advertisement screen,

wherein the collecting is performed by execution of a first visitor information processor and a second visitor information processor,

wherein the first visitor information processor is embedded together with an advertisement screen in a web page of an advertisement media company so that the first visitor information processor can be used by a web browser or the user computer, and

wherein the second visitor information processor is embedded in a web page of an advertiser web server having an Internet address corresponding to the advertisement screen.

12. The method according to claim 11, wherein

the first visitor information processor creates information regarding a unique ID of the advertisement screen and information regarding whether the advertisement screen is exposed or whether the advertisement screen is clicked, when the user computer is connected to the advertisement media company web server, and then transmits the information to an collection address of an advertisement effect analysis server that conducts the analyzing step.

13. The method according to claim 11, wherein

the first visitor information processor is implemented by a programmable script code that can be interpreted and executed by a web browser of a user computer.

14. The method according to claim 11, wherein

the second visitor information processor is implemented by a programmable script code that can be interpreted and executed by a web browser of a user computer.

15. The method according to claim 11, wherein

the collecting further comprises

creating cookie information based on the visit-sort-check-related information that is transmitted from the visitor information processor, and transmitting the created cookie information to a user computer when the user computer is reconnected to the web server.

16. The method according to claim 15, wherein

the cookie information comprises an ID of the exposed advertisement screen, and information regarding on whether the advertisement screen is clicked or whether the advertisement screen is exposed.

Fig. 1.

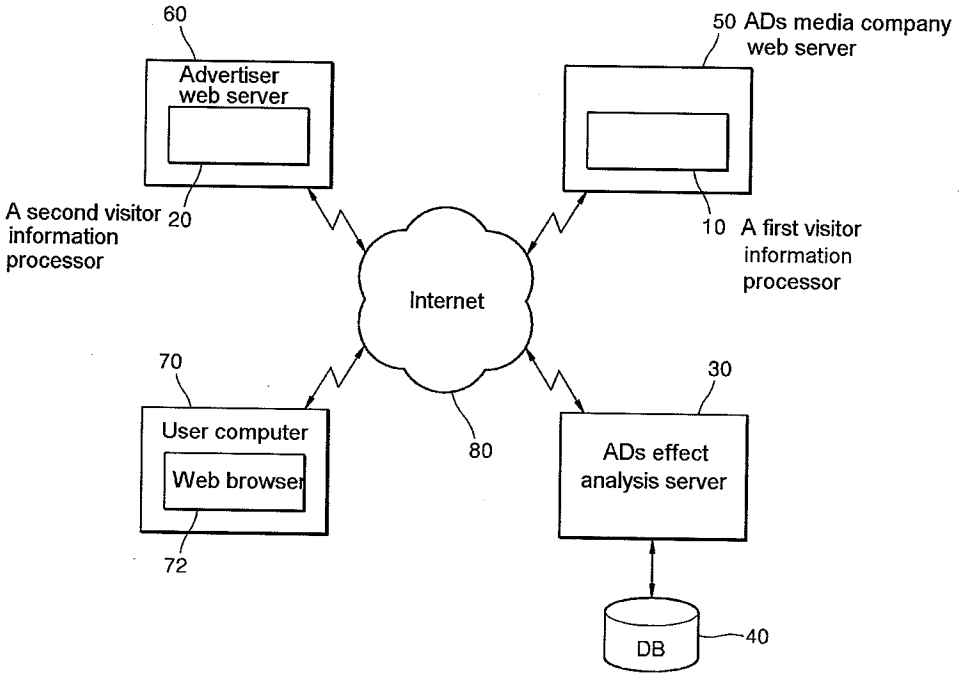

60
Advertiser web server
A second visitor information processor
20
50 ADs media company web server
10 A first visitor information processor
Internet
70
User computer
Web browser
72
80
30
ADs effect analysis server
DB
40

Fig. 2.

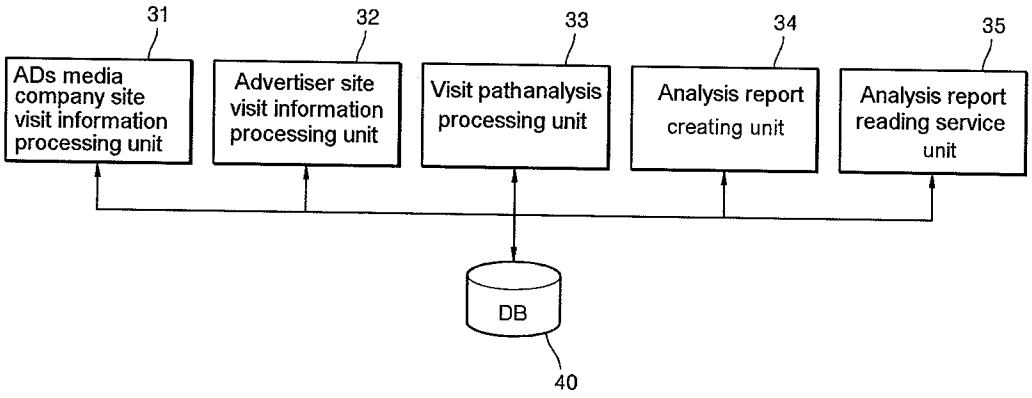

31
ADs media company site visit information processing unit
32
Advertiser site visit information processing unit
33
Visit pathanalysis processing unit
34
Analysis report creating unit
35
Analysis report reading service unit
DB
40

Fig. 3.

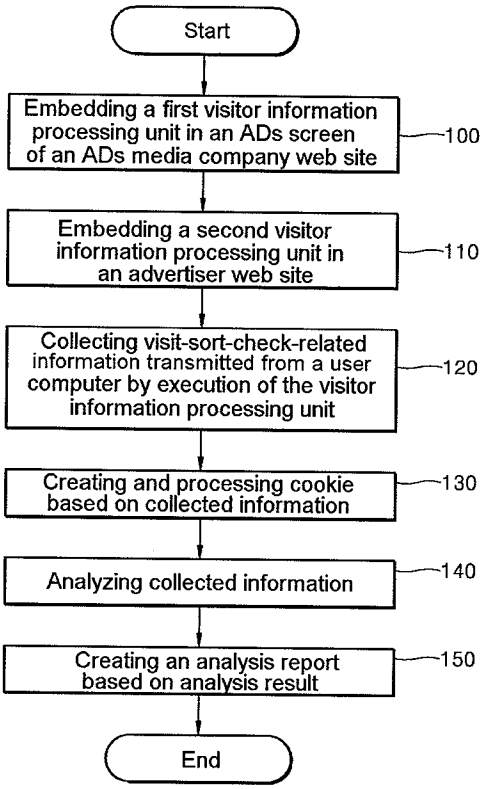

Start
Embedding a first visitor information processing unit in an ADs screen of an ADs media company web site
100
Embedding a second visitor information processing unit in an advertiser web site
110
Collecting visit-sort-check-related information transmitted from a user computer by execution of the visitor information processing unit
120
Creating and processing cookie based on collected information
130
Analyzing collected information
140
Creating an analysis report based on analysis result
150
End

Fig. 4.

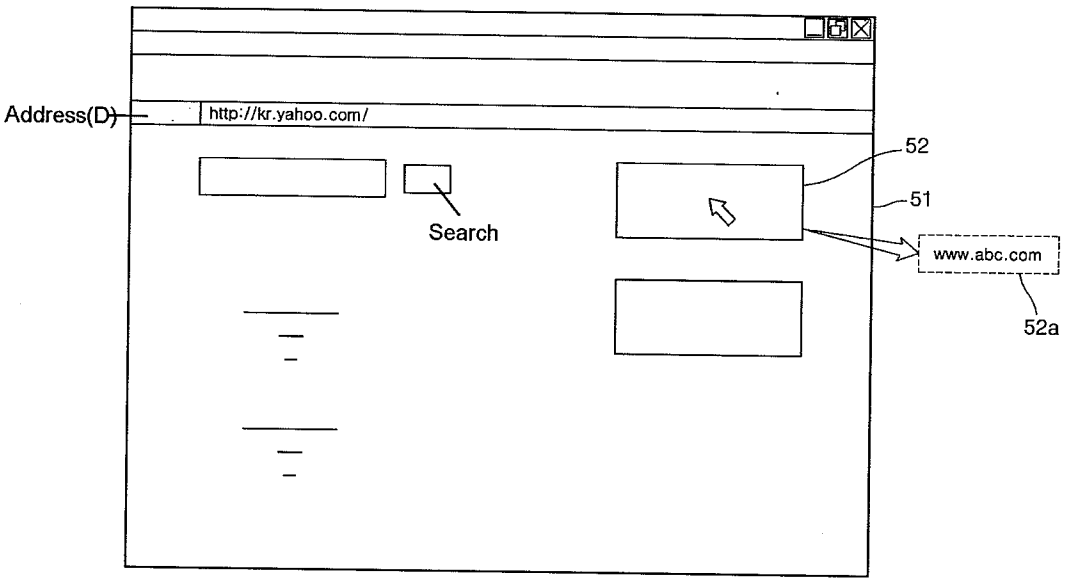

Address(D)
http://kr.yahoo.com/
Search
52
51
www.abc.com
52a

Fig. 5.

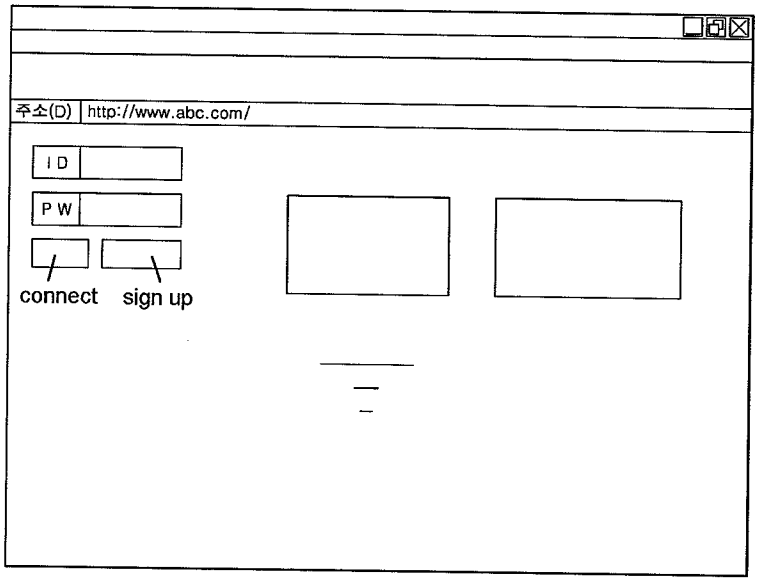

주소(D)
http://www.abc.com/
I D
P W
connect
sign up

Fig. 6.

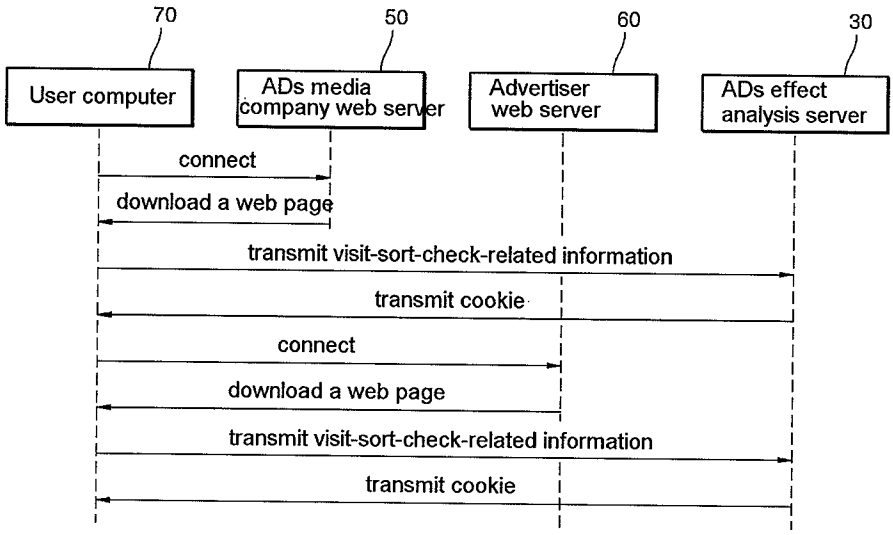
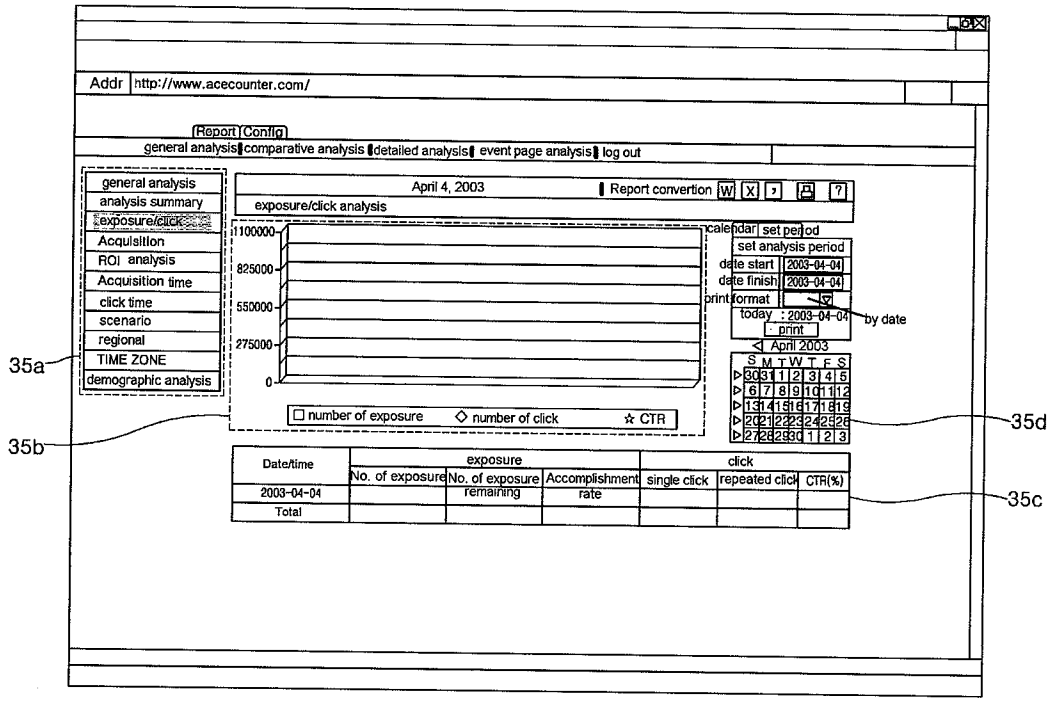

70
50
60
30
User computer
ADs media company web server
Advertiser web server
ADs effect analysis server
connect
download a web page
transmit visit-sort-check-related information
transmit cookie
connect
download a web page
transmit visit-sort-check-related information
transmit cookie

Fig. 7.


Addr http://www.acecounter.com/
Report Config
general analysis comparative analysis detailed analysis event page analysis log out
general analysis
analysis summary
exposure/click
Acquisition
ROI analysis
Acquisition time
click time
scenario
regional
TIME ZONE
demographic analysis
April 4, 2003
Report convertion
exposure/click analysis
1100000
825000
550000
275000
0
number of exposure
number of click
CTR
calendar set period
set analysis period
date start 2003-04-04
date finish 2003-04-04
print format
today : 2003-04-04
print
by date
April 2003
S M T W T F S
Date/time
exposure
No. of exposure
No. of exposure remaining
Accomplishment rate
click
single click
repeated click
CTR(%)
2003-04-04
Total
35a
35b
35c
35d